

22713 U.S. PTO
041304

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

22387 U.S. PTO
10/823393
041304

In re Application

PATENT APPLICATION

Inventors: Alfredo Botelho, Roy S. de Souza
Appln. No.: Unknown
Confirm. No.: Unknown
Filed: Herewith
Title: SYSTEM AND METHOD FOR DETERMINING
THE UNIQUE WEB USERS AND CALCULATING
THE REACH, FREQUENCY AND EFFECTIVE
REACH OF USER WEB ACCESS

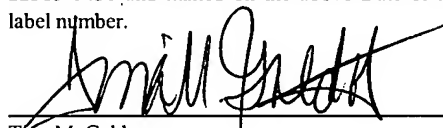
Art Unit: Unassigned
Examiner: Unassigned

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Tina M. Galdos (Signature)
Signature Date: April 13, 2004

UTILITY PATENT APPLICATION TRANSMITTAL LETTER UNDER 37 C.F.R §1.53(b)

Mail Stop PATENT APPLICATION
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing is the patent application identified as follows:

Inventors: Alfredo Botelho, Roy S. de Souza

Title: SYSTEM AND METHOD FOR DETERMINING THE UNIQUE WEB USERS AND CALCULATING THE REACH, FREQUENCY AND EFFECTIVE REACH OF USER WEB ACCESS

No. of pages in Specification (including claims and abstract): 22; No. of Claims: 20.

No. of Sheets of Drawings: 8; Formal: ☒, Informal: ☐.

Also enclosed is a:

☒ A Declaration.

The filing fee pursuant to 37 C.F.R. §1.16 is determined as follows:

☒ Applicant(s) qualify for small entity status under 37 C.F.R. § 1.27.

For	Number Filed	Number Extra	Rate Small Entity/Other Than Small Entity	Total
BASIC FEE (37 CFR 1.16(a))			\$385.00 \$770.00	\$385.00
TOTAL CLAIMS (37 CFR 1.16(c))	<u>20</u> - 20	<u>0</u> *	X \$ 9.00 X \$ 18.00	\$
INDEPENDENT CLAIMS (37 CFR 1.16(b))	<u>3</u> - 3	<u>0</u> *	X \$ 43.00 X \$ 86.00	\$0
			TOTAL	\$385.00

*If the difference in column 1 is less than zero, enter "0" in column 2.

This application is filed pursuant to 37 C.F.R. §1.53(b) in the name of the above-identified Inventor(s).


☒ This application claims priority to an earlier-filed Provisional patent application, as set forth more fully in this application.

Please direct all correspondence concerning the above-identified application to the following address:

THOMAS A. WARD
FLIESLER MEYER LLP
Four Embarcadero Center, Fourth Floor
San Francisco, California 94111-4156
Telephone: (415) 362-3800

Respectfully submitted,

Date: 4/13/04

By: 
Thomas A. Ward, Reg. 35,732

FLIESLER MEYER LLP
Four Embarcadero Center, Fourth Floor
San Francisco, California 94111-4156
Telephone: (415) 362-3800